WHAT IS CLAIMED IS:

1.   A method for managing supply chain relationships between a plurality of participants, said method comprising:

receiving electronic messages exchanged between the supply chain participants utilizing a computer;

parsing the received messages with the computer for one or more of participant identifier information and contextual data relating to a business event;

analyzing a performance criteria for the supply chain based on data parsed from the electronic messages; and

providing data relating to supply chain management to the relevant participants based on the analysis.

2.   A method according to Claim 1 further comprising parsing the received messages for one or more of product identifiers and unit of measure data for the products.

3.   A method according to Claim 1 wherein parsing the received messages comprises parsing the data for industry identifiers for the participants.

4.   A method according to Claim 1 wherein parsing the received messages comprises parsing the data for names and addresses for the participants.

5.   A method according to Claim 1 further comprising reconciling identities of the participants based on the contextual data relating to a business event received.

6.   A method according to Claim 5 wherein the contextual data relating to a business event comprises roles for the participants.

7.   A method according to Claim 6 wherein the roles for the participants comprise one or more of buys from, sells to, bills to pays to, receives payment from, ships to, and receives from.

8.   A method according to Claim 1 further comprising implementing an algorithm to identify individual participants based upon their function included in the contextual relationship data.

9.   A method according to Claim 1 wherein receiving electronic messages comprises passively observing messages transferred between participants utilizing a web hosting module.

10.   A method according to Claim 1 wherein any unit-of-measure data for product identifiers within the electronic messages are factored to be based upon a base unit-of-measure for the respective products as defined in the supply chain.

11.   A method for resolving the identities of the parties to a transaction from an electronic message received at a computer, said method comprising:

identifying an originator of the transaction;

determining a context of the transaction;

finding an appropriate identifier in a database for the originator and context; and

reconciling an identity for the receiver of the message based upon the originator, the context, and the identifier in the database for the originator and context.

12.   A method according to Claim 11 wherein identifying an originator of the transaction comprises recognizing at least one of a participant identifier, a product identifier, and a unit-of-measure within the electronic message received.

13.   A method according to Claim 11 further comprising reconciling an identity of the participants utilizing at least an industry identifier.

14.   A method according to Claim 11 further comprising reconciling an identity of the participants utilizing at least an assigned identifier.

15.   A method according to Claim 11 further comprising:

reconciling an identity of the participants utilizing at least name and address data for the participants; and

setting a synonym flag indicating that the identifiers for the participants sharing the same address are synonymous.

16.   A method according to Claim 11 further comprising permissively adding a participant identifier for a participant whose identity cannot be reconciled.

17.   A computer programmed to:

passively observe messages transmitted between participants in a supply chain;

identify originators of the messages based on the transmitted data;

determine contexts for the observed messages;

find appropriate identifiers in a database for the originators and respective contexts; and

reconcile identities of the receivers of the messages based upon the originators, the contexts, and the identifiers in the database for the originators and respective contexts.

18.   A computer according to Claim 17 further programmed to parse the observed messages for one or more of product identifiers and unit-of-measure data relating to the product identifiers.

19.   A computer according to Claim 17 wherein the identifiers comprise at least one of industry identifiers, assigned identifiers, and name and address data.

20.   A computer according to Claim 17 wherein the context comprises a business event.

21.   A computer according to Claim 17 wherein to passively observe messages transmitted between participants, said computer is configured with a web hosting module.

22.   A computer program product comprising:

a software module for passively receiving transmissions between participants in a supply chain;

a software module for parsing the received transmissions for one or more of participant identifiers, product identifiers, and name and address data for the participants;

a software module for comparing the one or more of participant identifiers, product identifiers, and name and address data with participant identifiers, product identifiers, and name and address data stored in a database; and

a software module for reconciling identities of the participants based on the comparison.